MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BRM2034 – RESEARCH METHODOLOGY

(All sections / Groups)

19 OCTOBER 2018
3.00 P.M. – 5.00 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of 3 pages (inclusive of the cover page) with 4 Questions only.

2. **Answer ALL questions.** All questions carry equal marks and the distribution of the marks for each question is given.

3. Write your answers in the **Answer Booklet** provided.

Question 1 [25 Marks]

The hypothetico-deductive method provides a useful, systematic approach for generating knowledge to solve basic and managerial problems. Briefly explain the seven steps involved in this method. (25 marks)

Question 2 [25 marks]

a) There are three basic types of research questions that research project can address: exploratory, descriptive and causal. Explain each of them with relevant examples. (15 marks)

b) What is moderating variable? Provide an example with diagram and explanation to show this relationship. (10 marks)

Question 3 [25 marks]

Interviews, observation and questionnaires are among the popular data collection methods in business research.

Required:

a) Discuss focus group. (10 marks)

b) What are the roles of moderator in focus group? (7 marks)

c) Principles of wording states that researchers should avoid using double-barreled questions. Explain and provide an example of this question. (8 marks)

Continued.....

Question 4 [25 marks]

a) Discuss why an ordinal scale is better than a nominal scale. Justify with relevant examples. (10 marks)

b) Compare and contrast simple random sampling and judgmental sampling with relevant examples. (15 marks)

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